JOURNAL OF THE SOCIETY OF HEARING AID AUDIOLOGISTS

AUDECIBEL

JUNE 1959

In this issue:

- Report on the West Coast Meeting
- Annual Directory of Certified Hearing Aid Audiologists And Firms

SOCIETY OF HEARING AID AUDIOLOGISTS
Seal of Excellence

Model 14-A, $595. Weight, 26 lbs. Dimensions: 21½" Long x 13¼" High x 13¾" Deep.

EXCLUSIVE! *Simplified loudness balance control permits Fowler alternate loudness balance binaural recruitment tests by merely pressing a switch. Automatically puts tones of different intensities alternately into each ear. Eliminates calculations!*

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1959
ANNUAL MEETING
October 9 and 10
LaSalle Hotel
Chicago, Illinois

AUDECIBEL

Official Publication: Society of Hearing Aid Audiologists

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JAMES E. ELLIOTT, Editor
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DUnkirk 6-2500

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JUNE, 1959 — VOLUME 8, NUMBER 3

BULLETIN

A second "Workshop on Hearing" has been announced by the Hearing Aid Industry Conference, to be held July 26-29 at Stanford University, near Palo Alto, Calif. If you wish to attend, please send your letter of intent to Robert Edgell, Secretary, HAIC, 405 E. Superior St., Duluth 2, Minn.

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The Purpose: AUDECIBEL is strictly an educational and professional journal, the purpose of which is to bring to the otologist, the hearing aid audiologist, and others interested in the field of hearing and audiology, authoritative articles, papers and data concerned with research, techniques, education and new developments in the field of treating and assisting the hard of hearing.

The Goal: The Society of Hearing Aid Audiologists is dedicated to the goal of reaching and maintaining the highest possible ethical standards in the field of hearing aid audiology. AUDECIBEL is dedicated to the goal of rapport among all those concerned with the hard of hearing so that mutual and overlapping problems may be recognized and outstanding ideas, skills and experiences be shared for the greater benefit of all. You are urged to write in for details of how YOU may participate in and benefit by this worthwhile endeavor.

Now HEAR *This*

by KENNETH S. WOOD
president, Society of Hearing Aid Audiologists

Annual Directory of *Certified Hearing Aid Audiologists*

For the guidance of otologists, clinical audiologists, teachers, and others who work with the hard of hearing, we present in this issue the Annual Directory of Certified Hearing Aid Audiologists and firms.

The individuals whose names appear in this Directory have met the Society's strict requirements in regard to training and experience.

In general, a minimum of two years' experience is required of applicants for certification. Another requirement is the passing of a written examination covering such subjects as audiometry and testing, physiology of the ear, taking the ear impression, and rehabilitation.

In addition, all applicants for certification are required to submit convincing evidence of character and integrity, and must undergo the Society's investigation into their business and professional practices.

Each of these safeguards is necessary for the goal toward which we are striving: to inform the public and protect it against the unscrupulous, incompetent practitioner.

Please keep this Directory Issue in a convenient place for quick reference. When you use it to make referrals, you may be sure that your clients or patients will receive objective counsel, thorough testing and fitting, and conscientious service.

Kenneth S. Wood

Often Imitated, Seldom Equalled!

Over a year ago we introduced new, attractive hearing glasses. Our dealers liked them. Their customers liked them. And even our competitors liked them because they imitated them—many months later, of course—with look-alike copies.

Now, 8 months after we introduced the new 1959 model Maico hearing glasses, another competitor has joined the ranks of our imitators. And though we recognize that the penalty of leadership is imitation, it nevertheless confirms our faith in the excellence of our product design.

With 22 years of famous "firsts" to its credit, MAICO has often been imitated. Our stress upon research will doubtless lead many to imitate our advance designs in the future. But remember this simple point: Appearance and design *can be easily imitated;* but the months of diligent research by the finest and largest engineering staff in any hearing aid laboratory in America, which has made possible the extraordinary performance of MAICO Hearing Glasses, *can never be equalled.* MAICO dealers consistently benefit by being "first" with newest developments. If you would like to join this quality team, write us. A few desirable dealerships are available throughout the United States.

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At-the-ear Aids • Audiometers • Conventional Aids
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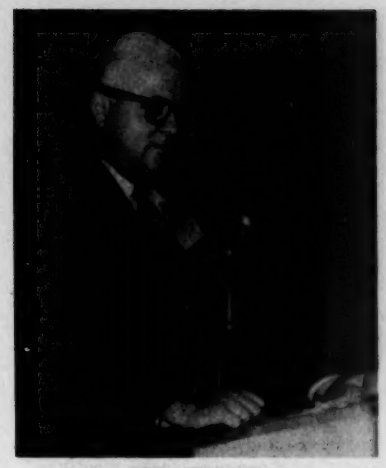


MR. WOOD

SPEAKERS' TABLE

MR. FORTIER

200 ATTEND S.H.A.A. WEST COAST MEETING

"Wonderful turnout!" "A fine meeting!" "There's really a new spirit in the Society!" These were some of the remarks overheard at the recent West Coast Meeting. Hosted by Joe Fortier, planned by Esther R. Daniel and her committee, the meeting was pronounced a real success by all who attended.

DR. GORHAM

MORE than 200 dealers, salesmen, manufacturers, and Certified Hearing Aid Audiologists attended the West Coast Meeting of the Society of Hearing Aid Audiologists, recently held at Anaheim, California.

About 75 to 100 were expected.

The meeting, held May 9th and 10th at the Disneyland Hotel, was sponsored by the West Coast members of the Society of Hearing Aid Audiologists. Speaker after speaker rose to pay tribute to the hard work and careful planning of Esther R. Daniel, San Bernardino, Calif., and her Program Committee. Committee members were Al Day, Pasadena; Larry Fleming, Inglewood; Joe Fortier, Santa Cruz; Rheule Reitze, Walnut Creek; and Verl Conn, San Diego.

Theme of the meeting was "Let's help ourselves." At the conclusion of the meeting, plans were made for another meeting in Santa Cruz, Calif., August 22-23 and for the organization of a California Chapter of the Society of Hearing Aid Audiologists.

In addition to the meeting of the West Coast Members, the Society's Board of Governors held its annual spring meeting at the same hotel.

* * *

Members and guests were welcomed by Kenneth S. Wood, the Society's president. "This meeting marks the continuance of a new growth, a new spirit accelerated at our annual meeting last October," he said. "And this grass-roots participation will benefit all of us. We hope that all hearing aid dealers will continue to have many such group meetings here and in other parts of the country as well."

* * *

(Continued on page 8)

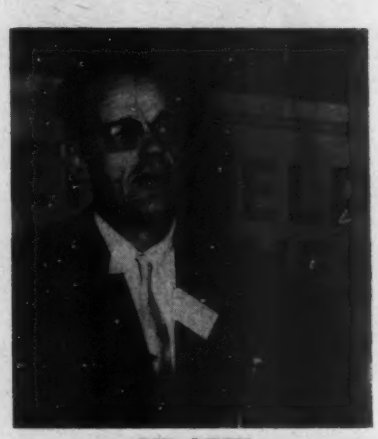
MR. ELBAUM

MR. ZANOLLI

MR. GREENBAUM

MR. MACCINI

MR. ELLIOTT



MR. VISK

MR. HINZ

WEST COAST MEETING

(Continued from page 7)

Thornton Zanolli, SHAA governor-at-large and past president, traced the history and growth of the Society.

The beginnings of the Society, he reported, grew out of the Chicago meeting of the International Hearing Aid Association in 1952. Glenn Jackson, presently Executive Director of the American Board for Certification of the Prosthetic and Orthopedic Appliance Industry, Inc., spoke to the meeting, explaining how his organization had set up its certification program.

"We sat down with him and discussed his group's certification program," Mr. Zanolli said, "and out of this group grew the Society of Hearing Aid Audiologists."

* * *

Speaking on the need for a code of ethics, Max Elbaum, SHAA governor, said: "There must be a definite relationship of moral responsibility by each member, not only to each and every client whom he serves, but to each and every individual engaged in our profession."

He added that if there is such a thing as the concept of a profession, as distinguished from that of a vocation, it must consist in the ideals which its members maintain, the dignity of character which they bring to the performance of their duties, and the austerity of self-imposed ethical standards.

"A profession," he said, "cannot be created by revolution or become such overnight. It requires many years for its development, and they must be years of self-denial, years when success by base means is scorned, years when no results bring honor except those free from the taint of unworthy methods."

* * *

Felix Visk, the Society's assistant secretary and legal counsel, spoke on the growth and change he has observed in his long association with the Society of Hearing Aid Audiologists and the hearing aid industry.

"There has been a great change in the people and in the attitudes of the people who come to these meetings," he reported. The change, he said, has been in the direction of professionalism.

* * *

James E. Elliott, SHAA executive director, reported that each month, more and more people are inquiring about certification, and that more applications are being received.

* * *

• Dr. John R. Gorham

The question is not whether there will be licensing in the field of hearing care, but when and how this licensing will come about.

This was the view of John R. Gorham, O.D., trustee, California Optometric Association.

Dr. Gorham read an item from page 1773 of the California State Senate Journal, dated April 27, 1959. Subject of the item was the formation of a Committee on Public Health, to act between sessions of the legislature, whose purpose will be to "ascertain, study, and analyze" all facts relating to several public health fields, among them, "the sale and fitting of hearing aids."

Why are licensing laws in existence? "The reason," stated Dr. Gorham, "is the protection of the public."

"If licensing laws are in the interests of the people," he added, "they will come about, whether or not the body being licensed favors or opposes them."

Tracing the history of optometry licensing, Dr. Gorham pointed out that "At the time of enactment of the first optometry law, most of the people engaged in what was to be known as optometry were selling lenses and frames, together with other lines of goods. But there were a few persons in the field who thought along different lines, who were of professional, as opposed to commercial, attitude."

What has licensing meant to optometry? "Everything," was Dr. Gorham's reply. "If optometry laws had

(Continued on page 20)

Mallory Tells Your Story To The Public

You have a personal interest in the advertisement pictured above. Prepared by Mallory to publicize the important service you and your fellow hearing specialists provide, it is the *opening* ad in a continuous campaign scheduled for this purpose in a mass circulation magazine.

It has just appeared in the April 27 issue of TIME and will be followed each month by another in the series. TIME goes to more than two million people —among them many hard of hearing, their friends and relatives . . . as well as to leaders in industry, commerce, education and government.

We believe this campaign will serve your interests well. Just as Mallory mercury batteries serve your clients. Mallory mercury batteries are unequalled for life, dependability and value.

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Cleveland, Ohio
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MALLORY

ANNUAL DIRECTORY

of individuals and firms registered as

CERTIFIED HEARING AID AUDIOLOGISTS

by the SOCIETY OF HEARING AID AUDIOLOGISTS

ALABAMA

BIRMINGHAM

Hathaway, Albert C., R. 15, Box 993

ARIZONA

PHOENIX

Farnell, Raymond, 26 W. Osborn Rd.

PRESCOTT

Aber, Karl H., 434 S. Cortez Street

ARKANSAS

LITTLE ROCK

Howell, Robert E., 116 E. Capitol
Williamson, Robert E., Lobby Donaghey Bldg.

CALIFORNIA

ARCADIA

Begley, John H., 209 E. Laurel

BELMONT

Iffla, Harry B., 1068 El Camino Real

FRESNO

Damron, Jack, 2036 Mariposa St.
Paul, John R., 1029 Van Ness Avenue 21

Firm

Beltone Hearing Aid Company, 1209 Van Ness Avenue 21

HUNTINGTON PARK

Glanz, Floyd O., 2624 Saturn
Glanz, Georgina M., 2624 Saturn

Firm

Maico Microtone Hearing Service, 2624 Saturn

INGLEWOOD

Fleming, Lawrence E., 423 E. Hillcrest
Horning, Elizabeth, 318 E. Hillcrest Blvd. 1

LONG BEACH

Brooks, Horace E., 227 E. 5th St. 12
Brooks, Ruby A., 227 E. 5th St. 12
Burton, John L., 701 Kress Bldg.
Gibbons, Ruth M., 709 Heartwell Bldg.
Woodbury, Nathaniel H., 701 Kress Bldg.
Wilson, Herbert A., 115 E. 8th St.
Wilson, Helen, 115 E. 8th St.

Firm

Beltone of Long Beach, 701 Kress Bldg.

LOS ANGELES

Hellinger, Eugene, 412 West Sixth Street

Firm

California Hearing Service, 412 W. 6th St.

MONTEREY

Sprague, Mrs. Thelma B., 249 Alvarado Street

OAKLAND

Ashlock, Charles W., 1511 Franklin St.
LeRoy, Lewis G., 251 MacArthur Blvd.
Taylor, Jack B., 1511 Franklin St.

Firm

Beltone Hearing Service, 1511 Franklin St.

ONTARIO

Inskeep, Garth K., 205 N. Laurel

PASADENA

Day, Alfred D., 47 S. Los Robles 1
Proctor, Joe G., 407 E. Green St.

REDLANDS

Pahl, Harold L., 4 Orange St.

RICHMOND

Burt, Floyd C., 413-10th St.

RIVERSIDE

Fessenden, James A., 3537 8th Street
Fessenden, Millie S., 3537 8th Street

SACRAMENTO

Adams, Clint F., 1019A 9th St.
Delk, James H., 4441 Edison
Kinstler, John C., 1014 Medico-Dental Bldg.
Magures, Grady P., 1007-9th St.

Firm

Beltone Hearing Service, 1007-9th St.
James H. Delk, 4441 Edison 21

SAN BERNARDINO

Abrams, Morris, 543 E. St.
Daniel, Esther R., 201 Andreson Bldg.
Richardson, Kenneth B., 4665 Genevieve St.

Firm

Beltone Hearing Center, 543 E. St.

SAN DIEGO

Conn, Verl E., 909-6th Ave.
Kruell, Gus, 306 Bank of America Bldg.
Wirtz, Frank B., 1041 Fifth Avenue 1

Firm

Maico Hearing Service, 306 Bank of America Bldg.

SAN FRANCISCO

Scheu, Clarence E., 26 O'Farrell St.
Scheu, Nora D., 26 O'Farrell St.
Vickerson, Charles S., 26 O'Farrell St.

SAN JOSE

Lyons, Jimmie, 309 First Natl. Bank Bldg.
Sandretto, Edward J., 40 E. San Antonio St.
Young, Edward J., 53 East Santa Clara 13

Firm

Jimmie Lyons, 309 First Nat'l Bank Bldg.

SAN LEANDRO

Huffaker, Dautin Webb, 1379 E. 14th

SAN LOUIS OBISPO

Schuldt, Norman I., 20 N. Broad St.

SANTA BARBARA

Schuldt, Frank J., 929 Anacapa, Box 776

SANTA CRUZ

Fortier, Joseph P. 1330 Pacific Ave.

SANTA ROSA

Blake, Louise H., 507 Third Street
Blake, William A., 507 Third Street

STOCKTON

Weed, Lydia Miller, R.N., 421 E. Market

Firm

Beltone Hearing Service, 421 E. Market

VAN NUYS

Brownstone, Cecil, 14510 Kittridge Street
Stein, David D., 14450 Victory Blvd.

Firm

Better Hearing Center, 14450 Victory Blvd.

WALNUT CREEK

Reitze, Rheule, 1535 Main St.

WEST LOS ANGELES

Adkins, Owen E. Jr., 1442 Westwood Blvd.

WESTWOOD

Lusk, Eber S., P.O. Box 966

COLORADO

COLORADO SPRINGS

Pigg, Marvin H., 21 E. Bijou St.
Pigg, Rosa Mae, 21 E. Bijou St.
Tryba, Ernest J., 5 North Cascade Avenue

Firm

Pikes Peak Hearing Center, 21 E. Bijou St.

DENVER

Corske, Harvey H., 1546 Glenarm Place
Hoffman, Carl G., 631-15th St.
Hover, Noel L., 1546 Glenarm Place
Langham, Carl L., 323 Symes Bldg.
Langham, Rosa Lee, 323 Symes Bldg.
Needham, Frank D., 630 Empire Bldg.
Needham, Ruth H., 630 Empire Bldg.
Riddle, Harvey C., 1554 California
Taylor, Gordon D., 413-16th Street 2
Warner, Mace, 534-16th St.

Firms

Beltone Hearing Aids, 323 Symes Bldg.
Maico of Colorado, Inc., 1546 Glenarm Place

GRAND JUNCTION

Heskett, John F., 312 Main Street

CONNECTICUT

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Davis, Irwin A., 78 John St.
Dubin, Allan M., 83 Fairfield Ave.
Dubin, Lillian, 83 Fairfield Ave.

DANBURY

Knapp, George B., 494 N. Main St.

NEW HAVEN

Cink, Joseph N., 39 Elm Street 10

WATERBURY

Cullinan, John C., 46 Prospect Street 2

DELAWARE

WILMINGTON

Ryon, Judson D., 103 E. 7th St.

DISTRICT OF COLUMBIA

Ahearn, F. Davis, 1405 K St., NW
Rosemond, Ward T., 1410 New York Ave., NW

FLORIDA

BRADENTON

Scott, James C., 417 12th St. W.

CLEARWATER

Coil, Grover C., Roxy Motel, Haines Rd., Rt. 1, Box 363

JACKSONVILLE

Moros, Herbert E., 118 W. Adams

MIAMI

Carlysle, Mrs. W. Mae, 123 S.E. 2nd Avenue 32
Carlysle, Sidney W., 123 S.E. 2nd Avenue 32
Lucke, Joseph C., Suite 235, Plaza Building, 245 S.E. First Street 32
Lucke, Lillian, Suite 235, Plaza Building, 245 S.E. First Street 32

ORLANDO

Frank, Arthur V., 104 S. Main
Parker, L. H., 104 S. Main St.

ST. PETERSBURG

Neale, Howard C., 33 4th St. N.
Osborne, Billy I., 33 4th St. N.

GEORGIA

ATLANTA

Whidby, John B., 260 Peachtree St., NW

AUGUSTA

South, James O., 619 Greene St.

COLUMBUS

Keel, John W., 314-13th St.

Firm

Beltone Hearing Service, 314-13th St.

IDAHO

BOISE

Faught, John C., Box 2572
Faught, William S. Sr., Box 2572
Gordon, Miss Orpha D., 1303 Hays St., Box 2344

ILLINOIS

CHICAGO

Long, Roger H., 11204 S. Michigan
Lowe, Charles A., 8 S. Michigan
Marcucci, Dean J., 55 E. Washington
Shoup, Maurice, 30 N. Michigan
Tullis, Lois, 8 S. Michigan

Firms

Audiphone Utilities of Chicago, 55 E. Washington St.
Roseland Better Hearing Service, 11204 S. Michigan
Telex Hearing Center, 30 N. Michigan

DECATUR

Lyon, William P., 957 E. Main St.

ELMWOOD

Rimington, Wilfred, Box 646

EVANSTON

Serbin, David, 1008 Church St.

NORMAL

Spence, George J., 1300 Maplewood Drive

PARIS

Vaughn, Richard W., Outer North Main St., Twin Lakes

PEORIA

Beatty, Rowland J., 3623 Leroy
Cone, Oscar R., 210 S. Jefferson
Lyons, Kathryn, 304 First Natl. Bank Bldg.

Firm

Peoria Audiphone Company, 210 S. Jefferson

PRINCETON

Gibbs, Winsor M., 112 E. Peru St.

ROCKFORD

Flagg, Josephine, 206 S. Main St.
Gale, Nathaniel, 206 S. Main

ROCK ISLAND

Garver, Stanley K., 3604-18th Ave.

SPRINGFIELD

Ivie, Herbert, 121 S. 4th
Touch, A. A., 406 S. 6th St.

INDIANA

FORT WAYNE

Kenwood, John C., 217 W. Wayne Street

Firm

Maico of Ft. Wayne, 217 W. Wayne St.

HAMMOND

Pratt, Mary, 5305 Hohman Ave., Suite 508-9

Firm

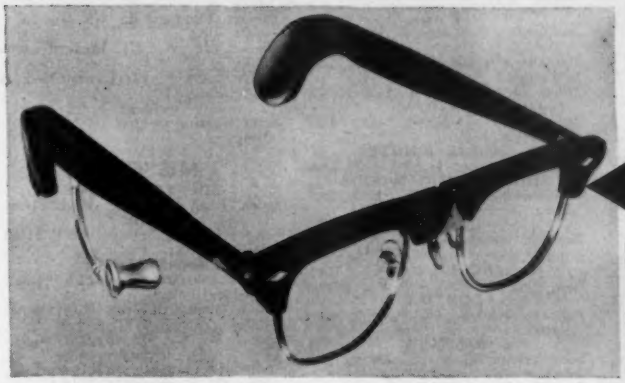
Beltone Hearing Service of Hammond, 5305 Hohman Ave., Suite 508-9

INDIANAPOLIS

Chew, Donald C., 532 Bankers Trust Bldg.
Chew, Mabel G., 532 Bankers Trust Bldg.

(Cont'd on page 12)

Otarion's Exclusive Patented *"Hear Where You Look"* Feature Makes Other Hearing Glasses Obsolete...



"TARGET HEARING"

Means More Sales... Bigger Profits For You!

"Target Hearing" is the first truly exciting advance in hearing since the eyeglass hearing aid was introduced by Otarion. Because it is so different, so completely unique, "Target Hearing" has been granted the first U.S. Patent, on an eyeglass hearing aid with hearing completely at ear level.

Otarion's exclusive bridge microphone placement outdates all other hearing glasses.

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- **Puts an end to the confusion caused by cross conversation and noises behind the wearer**
- **The problem of feed-back whistle is reduced because of an unusual technique developed by Otarion engineers**
- **Greater acoustic gain made possible provides the increased volume often required**
- **Costs no more than ordinary eyeglass hearing aids**
- **Offers a wide variety of smartly streamlined frames from which your customer may choose**
- **Exclusive torsion action provides utmost comfort to the wearer without riding the ear**
- **Special Otarion hinging allows flat folding**

In addition to "Target Hearing" glasses, Otarion offers a complete line of eyeglass hearing aids as well as tiny, behind-the-ear and super-power instruments designed for every type of restorable hearing loss.

Otarion manufactures the most elaborate new (combination) all-in-one pure tone and speech audiometer for distributor and medical use at positively the lowest price.

Our completely new selling plan can help you to a successful, well-paid career as an Otarion Dealer. For information about Otarion's sales-proved Permanent Hearing Center Plan and franchises available in high producing areas, write Leland E. Rosemond, President, Otarion Listener Corporation, Ossining, New York.

To make every minute of your selling time profitable Otarion offers this solid LEAD-GETTING assistance:

Exciting, *tested* National Advertising features the personal endorsements of such well-known public figures as Eleanor Roosevelt, Perry Mason's creator, Erle Stanley Gardner and Dr. Lee De Forest, who actually wear Otarion instruments.

Hard-hitting, *tested* local advertising designed to get leads for you in your own area.

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Otarion Listener® CORPORATION
Ossining, New York

Serving the hard of hearing since the 1930's

ANNUAL DIRECTORY

(Cont'd from page 10)

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IOWA

AMES
Oslund, Arthur E., 308 Main St.
CEDAR RAPIDS
Touro, Reginald G., 302 Paramount Bldg.
COUNCIL BLUFFS
Barnes, Faye M., 208-9 Bennett Bldg.
DAVENPORT
Larson, Erling, 502 Davenport Bank Bldg.
McClenahan, Edgar A., 525 Union Arcade Bldg.
Firm
Hearing Aid Service Company, 525 Union Arcade Bldg.
DES MOINES
DeHaven, Alice, 302 Kresge Bldg.
Grout, Paul D., 411-6th Ave.
Woodard, Harold W., 207-8 Securities Bldg. 9
Firm
Maico of Des Moines, 411-6th Ave.
SIOUX CITY
Dobrofsky, Ben, 420 Nebraska St.
Firm
Maico Hearing Service, 420 Nebraska St.

KANSAS

WICHITA
Kent, Buel C., 216 E. First
Rice, Woodrow R., 216 E. First St.
Firm
Beltone Hearing Service, 216 E. First

KENTUCKY

ASHLAND
Browning, Stanley I., Room 222-224 Mayo Arcade
LOUISVILLE
Bonsteel, Prisca O'Bryan, 307 West Broadway 2
Graves, Adel, 704 Francis Bldg.
Mahoney, Clarence O., 316 W. Chestnut St.
Ostertag, Jerome W., 307 W. Broadway
Robertson, Howard C., 320 W. Chestnut St.
Robertson, Marcia G., 320 W. Chestnut St.
Firm
Beltone Hearing Service, 704 Francis Bldg.
PADUCAH
Azar, Arthur A., 521 Broadway, Guthrie Building

LOUISIANA

BATON ROUGE
Sheeks, Mary M., 408 Laurel St.
NEW ORLEANS
Faust, Frank L., 709 Pere Marquette Bldg.
Mistich, Peter H., 327 Carondelet St.
Rusich, Frank J., 327 Carondelet St.
Firm
Mistich Hearing Center, 327 Carondelet St.
SHREVEPORT
Bradford, William E., 402 Medical Arts Building 45
Hays, Carroll H., 2619 Virginia Ave.

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BOSTON
Carter, Leroy B., 805 Statler Office Bldg.
Greene, Joseph, 31 Bromfield 7
Southworth, Lawrence, 178 Tremont St., Suite 305
NEW BEDFORD
Edlund, Ivar H., 628 Pleasant St.
Edlund, Ruth M., 628 Pleasant St.
PITTSFIELD
Christman, Frank P., 74 North St.
Firm
Audiphone Company, 74 North St.
SPRINGFIELD
Mattingly, Albert L., 130 Maple St.
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Maico Hearing Service, 130 Maple St.
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Brenaman, Ronald H., 1566 Woodward
Dague, Henry C., 522 David Whitney Bldg.
Grady, Troy V., 522 David Whitney Bldg.
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Malec, Walter J., 733 Book Bldg.
Taylor, Dennis C., 522 David Whitney Bldg.
Tock, Orson W., 1566 Woodward
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Zanolli, Thornton, 28 W. Adams, Suite 702
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Knapp, Herbert C., 315 Lake Michigan Dr., NW
Murtaugh, John L., 204 Medical Arts Bldg.
Scobey, Clinton H., 1500 Philadelphia Street
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Wood, Kenneth S., 9 Ransom Ave., NE
Wood, Kenneth S. Jr., 9 Ransom Ave., NE
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Dierke, H. J., 475 Medical Arts Bldg.
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Hopmeier, Esther L., 709 Olive St.
Hopmeier, William H. 709 Olive St.
Marino, Albert G., 705 Olive Street 1

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Firm
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Ellis, Marie E., 99 Market St.
Ellis, William, 506 E. 18th Street 4
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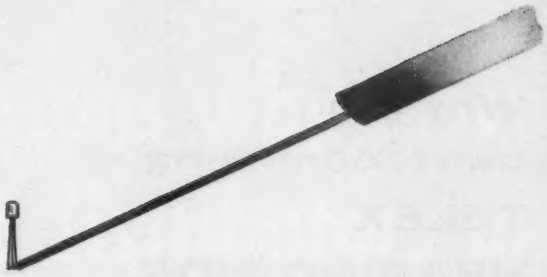

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Blauvelt, Livingston, 184 Broadway

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Kelsey, Margareta C., 327 E. Sttae St.

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Shorten, Raymond B., 502 Hulman Bldg.

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Sherry, Al R., 162 E. Main St.

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Hosfeld, Donald J., 432 Superior St.
Luebbe, Joseph H. Jr., 432 Superior St.
Miller, Glenn B., 310 Summit St.
Samuelson, Norman E., 222 Huron Street 4

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Sake, Alexander Jr., 144 Chestnut St., NE
Waldron, LeRoy D., 197 W. Market Street

Firm
Warren Hearing Aid Center, 144 Chestnut St., NE

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Greenberger, S. Henry, 509 Schween-Wagner Bldg.

Firms
Beltone Youngstown Company, 509 Schween-Wagner Bldg.
Hearing Aid Center, 20 W. Federal St.

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Johnson, Rubein V., 1312 S. Birmingham Avenue 4

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Marx, Harry L., 712 S. W. 9th St.
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(Cont'd on page 16)

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Mynders, A. P., 1518 Walnut St.

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Clark, Clarence M., 801 Clark Bldg.
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Huff, William C. Jr., 1666 Montpelier Ave.
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Morton, James E., 1202 Empire Bldg.

Firms

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C. M. Clark Co., 801 Clark Bldg.

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Levy, Melvin A., 313 W. Church Ave.
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Arnold Hearing Aid Company, 26 South Second St.

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Firms

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Audiphone of South Texas, 712 Majestic Bldg.

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Lucenay, Ted C., 506A Franklin Ave.

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Firm

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Stewart, Robert G., 779 Broadway

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Better Hearing Service, 30 So. Colville

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Firm

Yakima Hearing Service, 18 N. 2nd St.

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Firms

Rawlings Opticians, Inc., 221-7th St.
Rawlings Opticians, Inc., 418 Avery St.

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Firm

Wisconsin Hearing Aid Co., 213 S. Barstow, Room 4

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Longfield, Monica L., 2022 Rusk Street 4
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Maico Hearing Service, 211 Caswell Bldg.

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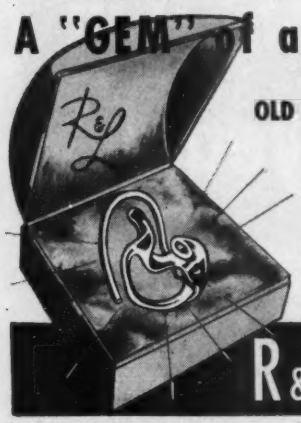

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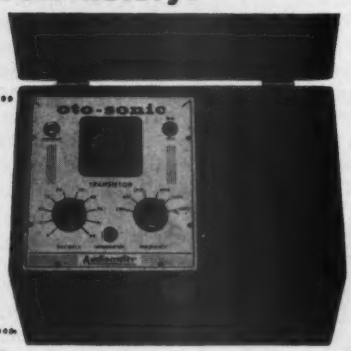

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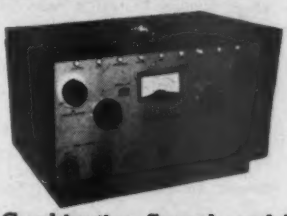

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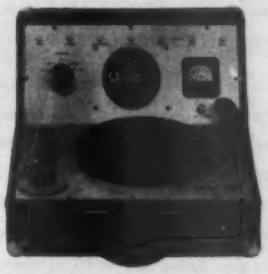

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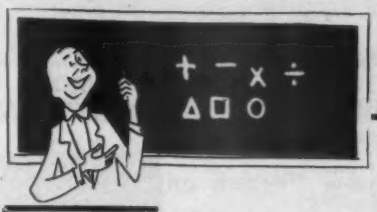

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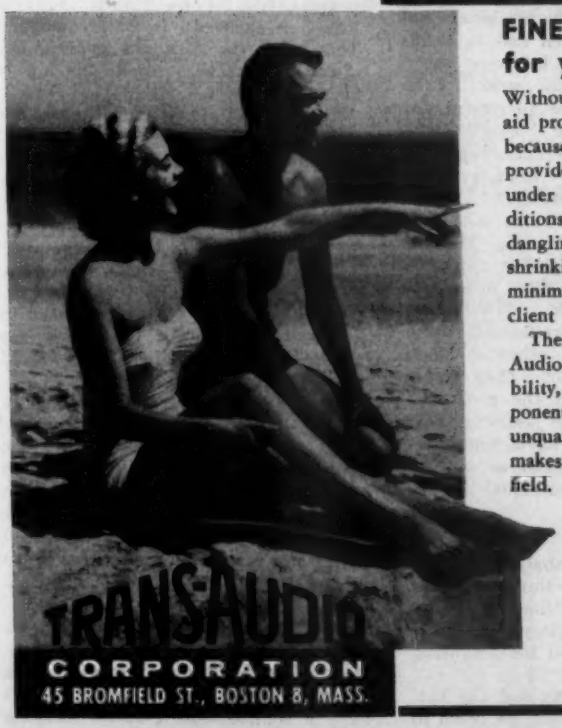

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WEST COAST MEETING
(Continued from page 8)

not been enacted, there would be no optometry today. The public would have eventually seen to it that someone else performed the function of visual care."

"These licensing laws prevent the unscrupulous from victimizing the public. These laws provide means whereby the public is protected. The license is a privilege granted by the people to the members of the profession. There is no other reasonable way for the public to protect itself. Ordinary laws regulating people in their relationships with one another simply do not, and cannot, be applied to those individuals in the field of health care. They are not written with health care in mind," he declared.

Turning to the question of who is to regulate the hearing aid people if licensing occurs, Dr. Gorham told the group that foresight can help tremendously. "Constructive thought and action on your part," he said, "is necessary, and time is undoubtedly of the essence."

Dr. Gorham discussed two objections heard to licensing: 1) that unhappy clients might deluge the state; and 2) that saleability of dealerships might be affected.

Regarding the "unhappy clients," he said that this should not be a fear of ethical people. Laws, he added, "are written to protect people, not to hinder them, unless their actions deserve hindrance."

Conceding that the only purchasers of dealerships would be licensed people, Dr. Gorham asked, "Is this bad?" It hasn't harmed the other professions in all these years. And it does protect the public, does it not?"

"Our concern should always be with the people and their well-being," Dr. Gorham concluded. "If we ever lose sight of this we do not deserve their consideration."

* * *

• Len Maccini

The Metricon, Vicon Instrument Co.'s new test instrument, was discussed by Len Maccini, assistant sales manager of Vicon.

The Metricon is actually a decibel meter designed to measure residual hearing, said Mr. Maccini. Its purpose is to help the hearing instrument dispenser find out what kind of hearing instrument his client requires.

"The Metricon determines, not what hearing has been lost in terms of the average ear, but how much hearing remains," he said. "The pure tone audiometer is useful for the surgeon and the otologist who must find out what has happened to the defective ear — what is wrong with it— what is missing."

Comparing the Metricon with the pure tone audiometer. Mr. Maccini pointed out that the former measures residual hearing; the latter measures, indirectly, hearing loss. "These two instruments," he emphasized, "are not opposed to each other — they complement each other. They measure different parts of the problem."

An advantage of the Metricon, said Mr. Maccini, is that it saves time, providing the facts required so quickly that the deafened individual is not tired and confused.

* * *

• William H. Greenbaum

To emphasize the importance of speech audiometry, William H. Greenbaum, director of engineering, Otarion Listener Corp., told the following story:

"One of the incidents (of the second World War) that will go down in history is known as '30 Seconds Over Tokyo.' The famous general who planned and led this successful mission gave to his country, in addition to years of effort and devotion, a good part of his hearing.

"Being an alert, aggressive, and open minded individual, this general has attempted to correct his hearing loss with the use of a hearing aid. Through the years he has collected a drawer full of hearing aids of all types, sizes and shapes.

"Each new one he buys gives him hope of improvement. In a short time, it ends up in the drawer.

"The pure tone audiogram of his hearing loss shows almost identical losses in each ear at all frequencies. This being the case, the general has always preferred to wear his aid in his left ear.

"When an opportunity arose for Otarion to fit him with a 'Listener,' we approached the fitting appointment with some fear and trepidation. We were well aware of the history of that drawer full of unused hearing aids.

"When our staff hearing aid audiologist prepared to take an audiogram, the general said, 'There is no need to do that, son; I can draw you my audiogram from memory,' and he did so on a piece of paper.

"But our staff man persisted in his desire to take a complete audiogram, and succeeded in doing so. The general was absolutely right. He knew his audiogram by memory. Both ears were identical.

"The general said, 'What did I tell you, son; just as I said. Now give me one of those things for my left ear an let me try it out.'

"Our staff hearing aid audiologist persisted in requesting a few more minutes to take the speech tests. The spondee words were used to determine a comfortable level for making

the PB 50 word test. And then came the dawn!

"Although the general had equal pure tone thresholds in each ear, the PB 50 score in the ear that he had been using was only 52%. The PB 50 score in the other ear was 86%. This was the clue. The general had been fitted in the wrong ear for a period greater than 10 years.

"His satisfaction with his new eyeglass hearing aid, properly fitted in the other ear from the one he was accustomed to using, was so great that General Jimmy Doolittle permitted us to use his picture wearing the 'Listener' as a testimonial."

This story underlined Mr. Greenbaum's thesis: that ability to hear a pure tone is not the same as ability to understand the spoken word, and that pure tone audiometry is only the first step in the complete analysis of the hearing deficiency.

* * *

• Byron Langford

Asserting that an audiometer test is inadequate for the fitting of a hearing aid, Byron Langford, vice-president in charge of engineering for Audio Co. of America, described a technique used by his company which he regards as resulting in a far superior fitting.

"Speech audiometers," he continued, ". . . vary in giving important information for the correct and proper fitting of hearing aids. . . (Speech audiomtery) provides you with information such as threshold feeling and threshold of intelligibility and even indicates the recruitment factor. . . But the biggest problem we have faced with making custom fitted hearing devices for a given ear from information obtained by a speech audiometer is that we do not know precisely what the sound pressure level or the exact frequency response is at the ear. Only when the sound pressure over a given frequency response is known can a more scientific approach be made in custom fitting a hearing aid."

Mr. Langford described a technique of fitting with the aid of "an artificial ear and associated equipment produced by Bruel and Kjaer of Copenhagen, Denmark."

One hundred and five persons were fitted using the Bruel and Kjaer equipment. No audiometric tests were given. "By changing the frequency response and the sound pressure level," reported Mr. Langford, "I was able to determine the threshold of intelligibility for each person."

"After determining the threshold of intelligibility," he continued, "I recorded this information with the Bruel and Kjaer equipment, getting a curve of response. . . and a given sound pressure level. We then built the instrument to have the same

MR. LANGFORD

curve, and can say to you with confidence that 104 of the 105 patients tested are satisfactorily hearing today."

In the group of successful fittings were two sub-teen children who had been advised to attend a school for the deaf, "that there was no hope of their getting any intelligent sound to their ears."

Also in the group were 38 users of body-type instruments. Reported Mr. Langford: "All of these people were converted to the head type of hearing aid."

Since individual dealers, however, cannot go to the expense of buying, operating and maintaining the Bruel & Kjaer unit, Mr. Langford reported that his company is manufacturing a smaller pressure level indicating machine to sell at a lower price.

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